

JOHN WANAMAKER

Broadway at Ninth, New York

Store hours—9 to 5.30

Seven Great Phonographs and Talking Machines—in one store

Together with an exhibition and daily demonstration concerts by the artists themselves in the Auditorium



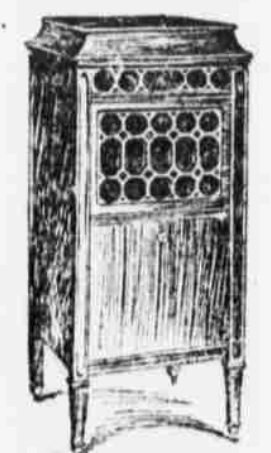
Cheney

The Cheney tonal system is controlled by an automatic needle adjuster. Two cubical air chambers are so arranged that the sound vibrations are equally developed and amplified. Prices, \$85 to \$500.



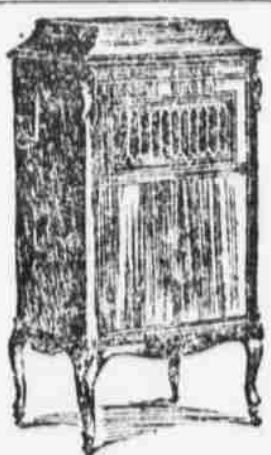
Columbia

The Columbia contains practically every mechanical improvement of permanent worth—tone control—motor smoothness and silence—maximum reproduction of tone—cabinets equipped with automatic record file and ejector. Prices, \$20 to \$250. Period styles to \$2,500.



Edison

"Re-creation" is the term applied to the Edison's reproducing qualities originated by Mr. Edison's desire to develop an instrument that could not be detected from the original music. Prices, \$155 to \$300. Period models up to \$6,000.



Pathe

The Pathephone is the invention of the famous Pathe Brothers of France. It uses the permanent, genuine sapphire ball to gather vibrations from the record, thus doing away with the necessity of constantly changing needles. Prices, \$45 to \$400. Period styles up to \$500.

FOR the first time in the history of any store (excluding the Wanamaker Store in Philadelphia), so far as we know, the great talking machines and phonographs made in America are brought together in one store, so that everybody about to buy one of these magnificent musical instruments can choose at will from these seven.

This is an accomplishment long desired by the public, but never before attained.

The talking machine or phonograph, whichever name you prefer, is the greatest home musical instrument of the age.

It will sing or play anything that has been sung or played;

It is limited only by the bounds of human artistry.

We have brought together seven great machines of merit in America.

Heretofore you would find one machine in one store, another in another, a third in a third, and so on, each with its accompanying records.

If you went to a Victrola store, you got only the Victrola machine and the Victrola records. If you went to a Columbia store, you got only the Columbia machine and the Columbia records.

If you wanted to make a selection from the productions of all the great artists, you had to go all over the city from one store to another.

That is all changed now.

The Wanamaker Store announces seven great talking machines and a full supply of records for all of them, and the records are generally interchangeable.

You can come to the Wanamaker Store at once and visit the Talking Machine Shop and test out for your own satisfaction the merits of these great phonographs and talking machines—

CHENEY
COLUMBIA
EDISON
PATHE

SONORA
VICTROLA
VOCALION

The prices of these machines in their various types range all the way from \$20 to \$6,000.

Whatever the style of the furniture in your home, you can secure an instrument to match it—that is, you can match up your furniture with an instrument of any one of the seven makes described here.

Please note that this Wanamaker collection is not an assemblage of experimental or little-known instruments, but comprises seven talking machines or phonographs that have a national reputation.

This Store (outside of our Philadelphia Store) is the only Store to exhibit and sell all the seven.

Not only that, but a small initial deposit will secure any instrument in the collection with the most reasonable terms for the payment of the rest.

It takes only a few dollars to have sent home any one of these magnificent instruments with a collection of records from any of the various makes, or comprising all of them, if you choose.

The magnificent exhibit is ready now

We have rearranged and enlarged our Talking Machine and Phonograph Store with thirty music rooms and with every convenience for our customers. We will welcome you at once and serve you as no other store in the world can do.

First Gallery, New Bldg.

In connection with the opening of the greatly enlarged Talking Machine Section, we are showing

in the Auditorium
the most complete collection
of Period models of
phonographs and
talking machines
ever exhibited in America

They are the products of the seven great organizations now represented in the Wanamaker Store. American cabinet makers and furniture workers of the highest ability have fashioned them with marvelous skill—beautiful cases for the matchless jewels within.

\$500 to \$4,000 each.

First Gallery, New Bldg.

Friday's Concert

Auditorium, at 2.30

The following Pathe artists will appear in person:

Grace Hoffman soprano
Alma Beck contralto
Louis James tenor
Hans Kronold cellist

Alexander Russell, at the organ and piano.

To-day—

Edna Beatrice Bloom soprano
Ermine Powell trumpet
J. Thurston Noe organ

Admission complimentary.
First Gallery, New Bldg.



Sonora

The Sonora tone amplifier is made of wood throughout and is perhaps the most important feature of this instrument. The reproducer is built with the utmost care to record hundreds of vibrations each second.

Prices, \$60 to \$1,000. Period models up to \$950.



Victrola

The Victrola is a widely known instrument of exceptional merit. With Victor Records it will bring to your home music played by the world's greatest artists.

Prices, \$25 to \$950. Period styles up to \$5,000.



Vocalion

The outstanding features of the Aeolian-Vocalion are its purity of tone and a personal expression tone-control. With the GRADUOLA anyone may introduce new and charming expressions with any make of record.

Prices, \$50 to \$325. Period styles, \$250 up to \$2,500.

JOHN WANAMAKER

300 fresh, new coats invite Miss 14 to 20 to warmth and a saving--Down-Stairs

Tricotine dresses

Popular because of their sturdy wearing qualities, their good appearance, their adaptability

Special \$19.75

There was a little clearaway in a certain dressmaker's establishment about two weeks ago. Dressmakers, like retail stores, often have accumulations of good stock; and a quick disposal keeps business going. In this group there are—

Four models for women

One has all the grace and charm that dainty little pin tucks can give. Another is profusely trimmed with braid—a copy of a higher-price dress. The third buttons on the side and is finished with a very narrow belt. The fourth is a plainly tailored style—always in demand.

For misses, too

The styles are different, of course. There are three or four models, each with its individual features of youth and practicality. But the main point in all of these dresses is the quality of the all-wool tricotine plus the \$19.75 price. Surely, it is good to know that worth while dresses can still be had under \$20—on special occasion like this.

Down-Stairs Store, Old Building



\$35 to \$45 grades—compared with similar coats elsewhere

\$29.75

In the vernacular of the day, there's a reason. Coats of these grades are not sold at \$29.75 in the regular way.

But—There are times when a combination of circumstances alters a seemingly impossible situation.

You may not know—that there are very large coat makers in New York who actually sell coats to other manufacturers. They make coats by hundreds—their season begins early and ends early.

In this case

—we bought these coats from one of these big makers. His winter season is almost over. He is now beginning his work for next spring; and the last of his winter stock is being closed out rapidly.

300 coats to him

—is a small lot, but it is a large lot

for a sale like this. There are twelve models in the regular groups of sizes; and many other models in one or two sizes only. This makes the variety better than usual.

All-wool fabrics

—are the rule: fine silvertones, soft velours, smart Polo cloths and heavy, practical coatings of various kinds. Some are half lined; others fully lined. Colors include the wanted Burgundy, navy, copper, Morocco and many shades of brown.

Fur trimmings

—are plentiful, fully one-half of the group having collars or trimmings of seal-dyed coney or nutria-dyed coney. Sizes 14 to 20—which naturally includes small women as well as misses.

Broadway Side,
Down-Stairs Store, Old Bldg.

..A new idea in women's gloves..
To introduce it—\$1.75 and \$2 grades, \$1.25



Why has it not been thought of before? Women's heavy silk gloves with a suede lining—winter gloves will wash and wear well.

And—special at
\$1.25 a pair

In black, white, gray and pongee—some with contrasting embroidery or Paris Point stitching. A fitting start to the new season, because these gloves will be \$1.75 and \$2 in our regular stock after this sale.

Women's one-clasp suede gloves—gray with black embroidery. Also—gray suede gloves with wool lining. These are very practical gloves—a quality that insures good service and thorough satisfaction.

Down-Stairs Store, Old and New Bldgs.

Who Said Oxfords?

Most women are asking for them—most women are wearing them. Have you noticed how many satin oxfords you see? And how many spat pumps? They need not be costly, even in these days of high prices. For instance:

Satin oxfords
at \$5.90



—have long vamps, plain toes, high arches and Louis heels. Slim and graceful—and very smart. Plenty of sizes—AA to C. The same style in patent or dull leather instead of satin can be had at \$5.40.

Spat pumps
at \$5.40



—are so accurately made that they are numbered among the best fitting pumps we've had in years. Satin at \$5.40; dull kid at \$6.40; patent leather at \$5.90.

Oxfords with
military heels, \$5.40

—are made with indicated wing tips—popular for street wear. Dull leather at \$5.40.

Spat pumps at \$5.90

Down-Stairs Store, New Bldg.

Utility beds solve many a home problem these days

Most people call them bed couches; because, when folded in the day time, they make a slightly and useful couch; while at night they open into a comfortable bed—three-quarter or double size.

One style, in particular, at \$29.75 is a fine example of what can be done. The metal frame is oxidized. The double spring is in one piece. The mattress is soft and buoyant. Other good types are \$27, \$25.75, \$22.75 and \$16.75—the difference being in the finish.

ish, the method of folding, the style of spring and the kind of mattress. Every spring, no matter what the model, is guaranteed for ten years.

Special—at \$10.95

Folding cots with gray enameled frames, strong springs and good mattresses—\$3 less than regular. These cots can be wheeled into a very small closet.

Down-Stairs Store, New Bldg.

UPSTAIRS



Dresses, boys' suits, rompers, creepers
1,098 garments—at 20 per cent. less

Every mother who has a wee son or daughter in New York, New Jersey or Connecticut will want to come to the Baby Store tomorrow—(1) because the clothes are new and smart; (2) because they are well made and practical; (3) because they are wonderful for the price.

Reasons for the sale

Of course, our reason is we wanted to make mothers happy by giving them something specially nice from the Baby Store. So we bought a tremendous lot of things all at once and got a price concession from the makers, and we shall give you the benefit of this tomorrow.

240 dresses at \$3.25

Pretty gingham and chambrays, finished with little contrasting colored bands of cotton crepe; or with little touches of hand embroidery which make them quite distinctive. Sizes 2 to 6 years.

122 Boys' suits at \$5.95

Made of linen cloth, assorted color, with crepe trimmed belt, collar and cuffs. Hand-embroidered touches; excellent assortment. Sizes 2 to 6 years.

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50 Boys' white suits at \$5.50

Dainty vests of colored dimity and black patent leather belt with a little touch of embroidery on collar make these suits very smart and good-looking.

338 Creepers at \$2.95

One model at this low price has a dotted swim collar trimmed with French knots. Another one is prettily embroidered in color. Sizes 6 months to 2 years.

96 Creepers at \$3.95

Inverted effects, pleated with white dimity collars and cuffs—most attractive styles.

72 Girls' romperettes at \$2.95

Made of kidy-cloth with a bit of hand-stitching on collar and knee. Sizes 2 to 6 years.

180 Girls' "slip-ons" at \$1.75

Practical rompers made of dark blue linenette, trimmed with red piping. Red buttons. Sizes 2 to 6 years. Main aisle, Main floor, Old Bldg.